



ORDER

Flight Dates **10/19/12-10/22/12**

Contract / Revision **315222 /**

Original Date / Revision
10/18/12 10/18/12

Advertiser **DSCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC IE

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:10:00

Estimate # **2139**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 18% Market Value 40000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	8000
KPNX	20%	8000
KPPX	%	0
KSAZ	20%	8000
KTVK	22%	8800
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$6,120.00	\$7,200.00	0.00	10/01/12	10/22/12	7	\$6,120.00	\$7,200.00
Totals	7	\$6,120.00	\$7,200.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/19/12	10/19/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	----F--	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1		\$1,000.00		0.00			
N 2	KNXV	10/22/12	10/22/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$1,000.00		0.00			
N 3	KNXV	10/19/12	10/19/12		CM	630pm-7pm	----F--	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00



KNXV

Print Date: 10/18/12

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Contract / Revision **315222** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:10:00

Advertiser **DSCC**

Product **DSCC IE**

Estimate # **2139**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 630pm-7pm												
				M-F 630pm-7pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	----F--	1		\$2,000.00	0.00								
N 4	KNXV	10/20/12	10/20/12	Sa GMA	CM	6am-7am	-----S-	:30	2	\$400.00	FX	0.00	NM	2	\$800.00	
				Sa 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	-----S-	2		\$400.00	0.00								
N 5	KNXV	10/21/12	10/21/12	Su GMA	CM	6am-7am	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00	
				Su 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	-----S	1		\$400.00	0.00								
N 6	KNXV	10/22/12	10/22/12	Prime News	CM	8p-9p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
				Prime News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	M-----	1		\$2,000.00	0.00								
*Tax 1 Note: Tax 0.5%.														Totals	7	\$7,200.00

*Tax 1 Note: Tax 0.5%.